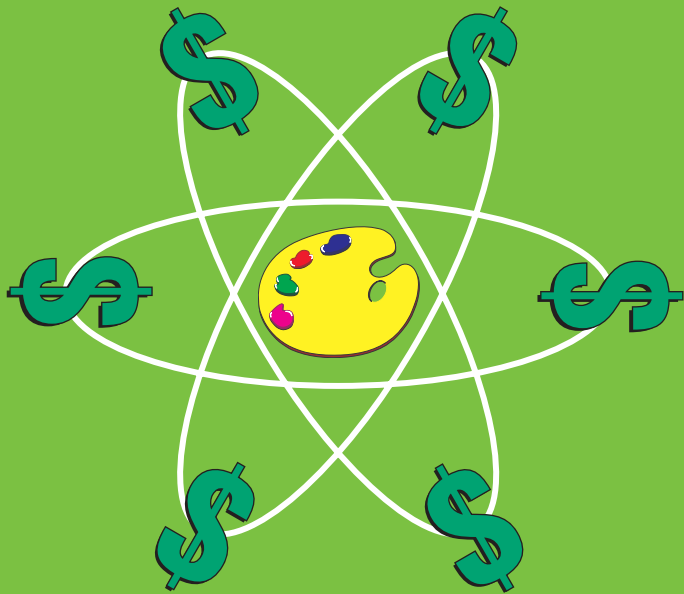


# Arts Lead Economic Chain Reaction



**"The Industrial Economy is giving way to the Creative Economy, and corporations are at another crossroads."**

--Business Week magazine  
August, 2000



Leading arts organizations in the state are comparable to small businesses, with an average annual income around \$1 million.<sup>8</sup> These arts groups start a powerful chain reaction of economic activity, which in turn leads to vibrant and healthy communities. They have increased their average income by 15 percent in the last five years, even amidst challenging economic times.<sup>9</sup>

ASU's Dave and Evans say "the data in this study suggest that the majority of non-profit arts groups in North Carolina are 'small businesses' with modest budgets and relatively small impacts individually." Yet the numbers of "organizations providing various arts events, festivals, concerts, educational services, etc, in the average county (are) *combining to powerful economic effect.*"

The National Governors Association underscores the value of the collective power of arts organizations to stimulate economic change. It heralds the non-profit arts industry as "a potent force in economic development nationwide. States and communities have integrated the arts into their economic development arsenal to achieve a wide range of direct and indirect economic goals. *Arts programs have served as components of high-impact economic development programs...*"<sup>10</sup>